

# NUTRITION

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## Facts on Men and Their Fruit and Vegetable Consumption

### Most Men Fall Short of the Goal

Despite the fact that fruits and vegetables are a critical factor for disease prevention and overall good health, they are often not even on men's radar screens. In fact, research shows the concept of eating more fruits and vegetables is not something most men even think about. Most men have no idea they should be eating 9 servings of fruits and vegetables each day.

- 97 percent of men think their recommended fruit and vegetable intake is less than 9 servings per day.
- Only 25 percent of men believe they don't eat enough fruits and vegetables for good health and that they should be eating more.
- Men, on average, eat only 4 servings of fruits and vegetables a day—less than half of the amount recommended by the National Cancer Institute.

### Men Recognize Health Benefits of Fruits and Vegetables

Research indicates most men already recognize fruits and vegetables are important for good health. The problem is men often believe fruits and vegetables are important only because they replace unhealthy foods—not because they provide a wealth of important nutrients like vitamins, minerals, fiber, and hundreds of disease-fighting phytochemicals. Men don't realize that fruits and vegetables are protective against disease, but rather they think these foods “replace” other foods that cause disease.

### Helping Men Score 9:

- Start the day with a serving of fruit – try fruit on your cereal or a fresh piece of fruit to go.
- Eat more fruit as snacks throughout the day – try taking oranges, peaches, or apples with you for the day instead of other snacks.
- Eat big salads at lunch – try baby spinach topped with cucumbers, carrots, apple slices, and low-fat dressing.
- Eat larger servings of vegetables at dinner – try two different vegetables.



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